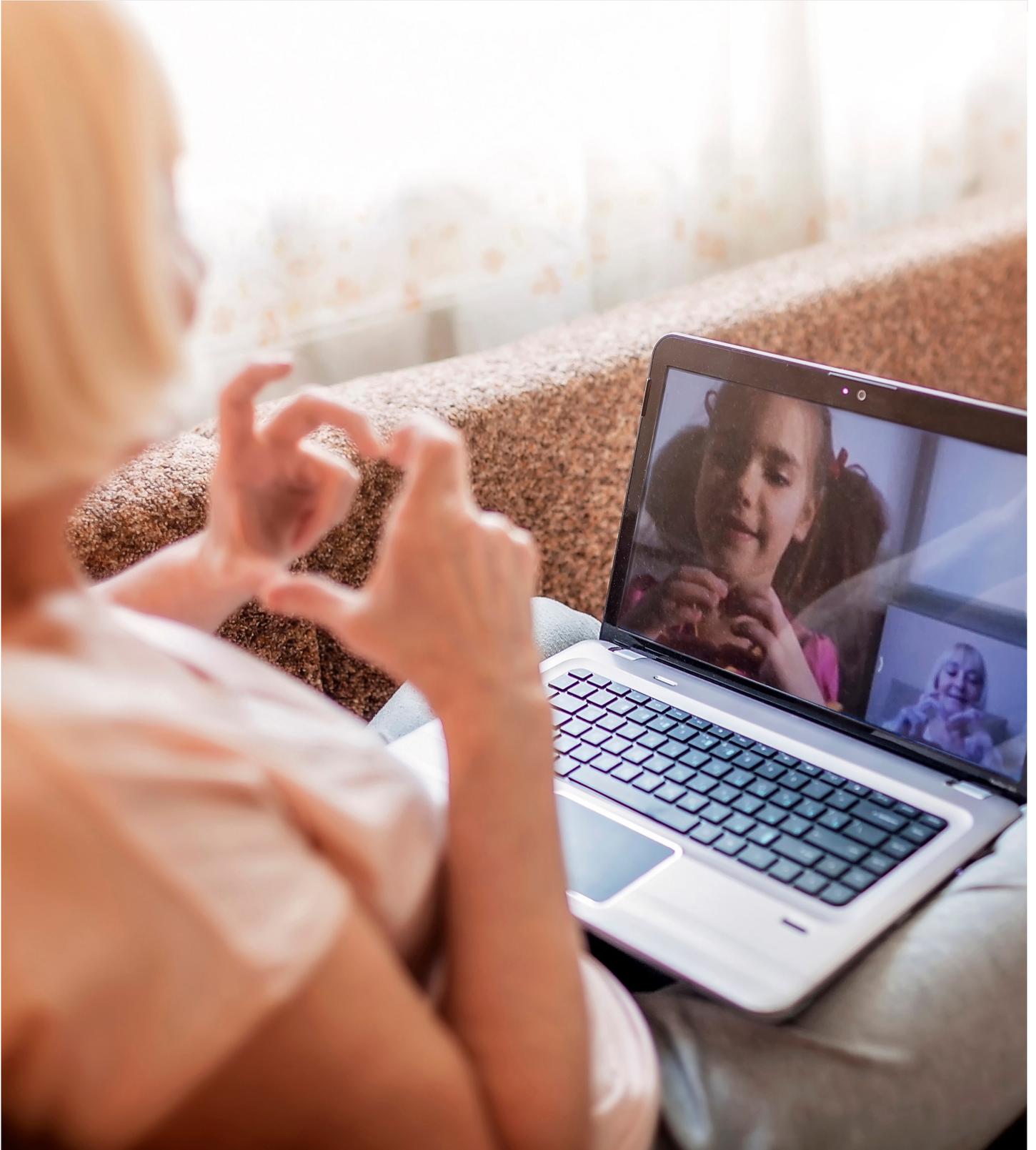


# LeadingAge<sup>®</sup>DC 2024 PARTNER PROGRAM

*A program designed specifically for cutting-edge business firms serving the aging services field.*



## LeadingAge DC

LeadingAge DC is the District's premier association and touches the lives of thousands of individuals, families, employees, and volunteers every day. With a strong membership base that includes senior housing, assisted living, skilled nursing, continuing care communities, and home and community-based services such as adult day treatment and hospice throughout Washington, DC we can connect you with your ideal audience—senior management and decision makers. LeadingAge DC members are diverse, but share a common focus on person-directed care and being mission driven.

### What is the LeadingAge DC Partner Program

The Partner Program delivers a variety of strategies to position you as intellectual partners in the field of aging and helping providers continue to fulfill their mission and provide quality care for those they serve.

- Partnership: We highlight the expertise and intellectual capital of your organization as a gateway to open doors and build trust with providers. This approach creates a higher level of integration and will help you create partnerships.
- Year-Long Brand Exposure and Differentiation: We provide a year-long integrated approach that includes a variety of tactics month after month to help you create new relationships and secure existing ones.
- Flexible to Meet Your Needs: We have several plans to best fit your budget and organizational goals. We'll work with you to maximize your plan benefits.



For more information contact **LeadingAge DC** at [LADC@leadingage.org](mailto:LADC@leadingage.org)



## 2024 PARTNER BENEFIT LEVELS

<b>Engage with Members</b>	<b>GOLD PARTNER</b>	<b>SILVER PARTNER</b>	<b>BUSINESS PARTNER</b>
Opportunity to make a presentation or lead a discussion at a LeadingAge DC board meeting, annually	X		
Opportunity to submit proposals to present a live training, webinar, or conference breakout session, for consideration by the Education Committee	Priority Consideration	Priority Consideration	X
Opportunity to attend LeadingAge DC meetings and events	No fee	Provider Member Rate	Business Partner Rate
Invitation to LeadingAge DC reception at the LeadingAge Annual Meeting	X	X	X
<b>Share and Receive Business Intelligence &amp; Thought Leadership</b>	<b>GOLD PARTNER</b>	<b>SILVER PARTNER</b>	<b>BUSINESS PARTNER</b>
Access to conduct research survey of LeadingAge DC members	X		
Opportunity to have LeadingAge DC Director attend company's conference or client event to demonstrate LeadingAge DC's support at the highest level	X		
Priority opportunity to participate on committees and task forces	X		
Sponsored email sent on your behalf	Twice/year	Once/year	
Access to data and survey findings on members' needs and motivations	X	X	
Submit educational content (whitepapers, articles and presentations)	X	X	X
Subscription to LeadingAge DC e-newsletters and alerts	X	X	X
<b>Brand Exposure/Differentiation</b>	<b>GOLD PARTNER</b>	<b>SILVER PARTNER</b>	<b>BUSINESS PARTNER</b>
Exclusive sponsored component at LeadingAge DC Annual Meeting	X		
Substantive recognition at LeadingAge DC Annual Meeting general sessions, signage, printed materials and website to build company's brand on members' affinity for LeadingAge DC events	X	X	
Priority opportunity for additional sponsorship at Annual Meeting	X	X	
Extensive and exclusive logo and brand visibility across media, including web; print; e-newsletters; conference publications and website to ensure company's brand stays "up front" with members year-round	X	X	X
	\$5,000	\$2,500	\$550
	5 available	10 available	Unlimited



## 2024 PARTNER APPLICATION

organization name

primary contact

title

address

city

state

zip

phone

fax

e-mail

additional contact

additional contact

brief organization description for website director

Gold Partner—\$5,000  Silver Partner—\$2,500  Business Partner—\$550

I understand that membership is conditional upon approval by LeadingAge DC, that it is a non-voting membership, and that membership does not indicate endorsement or support of a particular product or service by LeadingAge DC.

Method of Payment:  AnyBill  MasterCard  VISA  American Express

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card number

expiration date

authorized signature

### Send this form and payment to:

Executive Director  
LeadingAge DC  
2519 Connecticut Avenue NW  
Washington, DC 20008

If you have questions, please contact Makeda Vanderpuije at [mvanderpuije@leadingage.org](mailto:mvanderpuije@leadingage.org) or (202) 783-2242.